

## Claims

What is claimed is:

1. A method of ordering retail goods comprising:  
providing a telephone supporting plain old telephone service having a video display;  
providing a retail store server, the retail store server for storing item data relating to items available for purchase;  
establishing a point to point communication link between the telephone and the retail store server;  
providing video data to the video display, the video data corresponding to item data; and,  
providing user input data in response to the video data, the input data indicative of an intent to purchase at least an item corresponding to the item data.
2. A method of ordering retail goods according to claim 1 wherein the video data comprises price data and image data.
3. A method of ordering retail goods according to claim 2, wherein the telephone has input keys and the user input data is provided by pressing the keys.
4. A method of ordering retail goods according to claim 2, wherein the video display is responsive to tactile contact and providing user input data comprises touching the video display.
5. A method of ordering retail goods according to claim 2 wherein the retail store server comprises a speech recognition system and the user input data is provided by a user providing audio data to the telephone while the telephone is in data communication with the grocery store server.
6. A method of ordering retail goods according to claim 2 wherein the retail goods are groceries.

7. A method of ordering retail goods according to claim 2 wherein in the retail goods are pre-recorded media.

8. A method of ordering retail goods according to claim 2 wherein in the retail goods are consumer electronic devices.